
Save Money!
Our Wonder Sale Will Do it
Wm.Cathcart Co.,Ltd.
en Port streat
See ThisWrecking
Car!Jameson and Willis, Ltd.
Ordar Coke To-day 58.00 a Ton, 2 Tons for \$15.00

VICTORIA GAS CO., Ltd.



Women! and Men!


CHARLIE HOPE

\section*{COPAS E SON Grocery Prices

 \\ | $\underset{\substack{\text { selected Piniof } \\ \text { Ham, per lb....... }}}{ }$ | King's Quality Bread Flour, 49-1. sack for $\ldots \$ . . \$ 2.00$ |
| :---: | :---: |
| Nice Breakfast Bacon, up from, per pound....... $.35 c ~$ | $\begin{aligned} & \text { Rolled Oats, in bulk, } 25 \text { C } \\ & 6 \text { lbs. for......... } \end{aligned}$ |
|  | Nice Rich Flavory Tea, great value. 3 lls. $\$ 1.00$ for ......... $\$ 1.00$ |
|  |  |
| Choice Alberta, Butter, 2 lbs. Por $85 c$ | $\begin{gathered} \text { Singapore Pine. } \\ \text { apple, large ean. } 20 \mathrm{c} \end{gathered}$ |
| Mictanaipat $\$ 1.70$ | Pure Strawberry or Rasp. berry Jam (Totem Brand), 4-1b. tin.. 89 C |
| Fresh Fruit and Vegetables of all kinds-See Our Windows. |  |
|  |  |

## Mallek's January Clearance

## Means That We Are Setting Our House in Order

for the coming Spring seascm. It means that every garment in the house must be cleared out during the next few days; and, to that end, everything has been reduced. No matter what a Suit, Coat, Dress, Skirt or Sweater costs us, a price has been placed on each one that will guarantee a quick sale. To-day we offer

Tweed Suits Fur-Trimmed Suits at $\mathbf{\$ 1 8 . 8 5}$
Made of finest all-wool tweed; nieely made; with tuxedo or regula-
tion collar.
A splendid Suit for general wear. at $\$ 29.75$
Splendid Velour Suits in colors of brown, navy and taupe, with beaverette collars.

French Seal Coats at \$79.50
Stylish French Seal Coats, 44 and
46 inches long, beautifully silk
46 inches long, beautifully sill
lined and well made throughout.
Hundreds of Similar Bargains Throughout the Store

## Street Sates <br> Malleks "

## The Dawn of 1922

## Al before us lies the way;

All before er pas is the day, the wind.
Night and Darkness are behind."
$T$ HE dawn of 1922 opens for Canada and for the Who can doubt it?
The dark years of war, of pestilence and famine have To the great principle of Mu, inalityalal To the great principle of Mutuality-Mutual under-
standing-Mutual co-operation-Mutual protectionMutual trust-humanity owes its real progress and truest happiness.
What to her own sorrow Imperial Germany refused, the Great Allied Powers have joined to consider. National armament for war
has become a subject for mutual understanding in $\begin{aligned} & \text { riendly counsel. }\end{aligned}$. ${ }^{2}$. That the Mutual principle in the dealings of nations will demonstrate its beneficence even as it has done amidst the ever-widen-
ing field of life insurance, is the settled conviction of all Mutualista. To Canada and to all the world comes, with the dawn of 1922 ,
new meaning to the old New Year's wish-peace, happiness and

MUTUAL LIFE




ล2

A Clearance Sale With Us Means to Clear Out All Winter Hats Regardless of Cost


January Millinery Clearance Sale Continued
n this Clearance Sale cost or former prices will not be considered; we have one rule not to carry over any Hats from one season to another, and

Group No. 1. -Balance of the Children's Hats, regularly
75c Group No. 2-About 60 Hats,

75 c Group No. 3 About 110 Hats. the ne are a
pet to boy for less than $\$ 7.50$ to $\$ 10.00$, $\$ 1.45$ pet to buy for
Clearance Sale $\$ 1.95$ couple the price we offer them to
dour
Clearance S Sale $\$ 3.95$ $\$ 3.95$
 This is the story of our January Clearance nee Sale. No matter how much the Hat cost,
how beautiful the Hat is, they are offered at such a ridiculously low price, so as command a quick turnover.
NOTICE-We Suggest Early Shopping
The South African Plume Shop 753 Yates Street, Phone 2818

burberry $\underset{\text { REDUCED }}{\text { COATS }}$
 GENUINE
PRICE
REDUCTION

## January Clearance Sale

Price does not always count. Quality does! When a firm has a combination of price and quality it has something worth while to offer and the response is
quick and constant. Campbell's Sale values are so well known that it is unnecesquick and constant. Campbell's Sale values are so well known that ing in ce our Sale commenced, our very complete stock offers many genuine bargains, as our price reducing policy has affected all departments, and our Regular Stock is all going
at phenomenally low prices. Remember you are not buying "Sale Stuff." You are buying our regular stock and we can confidently guarantee you will be amply

## Mantle Department

The Mantle Department offers many genuine bargains, as everything has been greatly reduced to effect a quick clearance. Space for replay
ejective, and we will not permit price to stand in the way.
Suits, of latest style and in popular shades, in a good range of sizes. Priced up-
0 . Salt's Plush Coats, good range, up from ............................... \$25.00 Skirts, all specially reduced, up from .......................................... \$3.75 Dresses; a very choice selection in silk, serge, tricotine and jersey cloth, in all the
wanted shades. Up from ................................ $\mathbf{\$ 1 7 . 5 0}$ FUR-TRIMMED SUITS AND COATS ARE ALL BEING SACRIFICED AT - half PRICE

Money Savings Throughout the Store

Bargains are not by any means confined to the Mande Room. Every
department in the store has suffered from the pruning sift, much to your bendfit. All regular every. day stock is gong, and going quietly, the the terry your prices


 in some got our departments. $\underset{\substack{\text { in som } \\ \text { had. }}}{\substack{\text { n }}}$

## 





Flannelette Gowns and
Drawers






Neckwear and Sundries Greatly Reduced



 | each |
| :---: |
| Hanker |
| chan |
| chins |
| in |



Sweaters



Reductions in
Children's Department




## Our Whitewear Sale Is Going Strong


Specials From Our Linen Department For Thursday's Selling Only

| Linen Damask Tableloths, gaurai. | d Huck |
| :---: | :---: |
|  |  |
|  |  |
|  | $22 \times 30$. Regular $\$ 3.60$ dozen |

## The Bambrick Irish Linen Co.

1214 Government Street

| CEMENTS |  |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| Modems samot has ropremasal |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  | OBITUARY RECORD |
| Ladies' Free Dance Every Wednes- |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| With Callers First Day inOffice. $\begin{aligned} & \text { is battling valiantly with the various } \\ & \text { problems that invariably find their } \\ & \text { way to the mayorality office. To- } \\ & \text { day erity for the } \\ & \text { the had had his first session as }\end{aligned} \begin{aligned} & \text { cortege leaving } \\ & \text { Chapel at 8i.50 } \\ & \text { later Mass will }\end{aligned}$ |  |
|  |  |  |
|  |  |
|  |  |
|  |  |  |
|  |  |
|  |  |
|  |  |
| Ouch! Lame Back <br> Rub backache. Lumbago. Soreness and stiffness away-Try this! |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |  |
|  |  |  |
|  |  |  |

antion

Wenger Buys Block
At Busiest Corner

|  <br>  <br>  <br>  <br> jowri. Wenger will reanstruct the builidig and move his own <br>  <br>  major |  |
| :---: | :---: |
| VEBNON BLCCK MAY - MISSIONARY FIL |  |
| CHANGE HANOS | PLEASE AUDIENC |
| Architects View Premises and Take Measurement To-day | tion Picturuses Aid |
|  |  |
| mat mpacas ino vemon, moex mat |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

TERRIBLLE POVERTY Intrans-volca

AREA OF RUSSIA
Appeal is Made For Funds to
Aid Starving Children

## ABig Starffor 1922 GREAT JANUARY SALE

At The Wholesale Warehouse

|  | Men's Heary Ribbed Underwear, odd sizes only, per garment $\$ 1.00$ |
| :---: | :---: |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| $\underset{\substack{\text { Pima, } 20 \text { on on sheet } \\ \text { danuary Prie }}}{ }$ | ${ }^{\text {Men's Heary Black Mackinaw }}$ Coats, to clear |
|  |  |
|  |  |
| Mending Wool with needle; <br> Janurury Price, 2 cards |  |
|  | Penman's Sxtra Heary Ribbed All-Woil Union Suits $\$ 3.25$ |
|  |  |
|  |  |
|  |  | M. LENZ

WHOLESALE WAREHOUSE 527 Yates St.-Wharf End


## Start the Year Right

|  |
| :---: |
| Bectalst for tuveoir |
|  |
|  |
| semer |
| Frum meta |
| Nomet |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
| ${ }^{\text {NEs }}$, H. O. KIRKHAM |
| 为 |



All Suits and Overcoats 1/a offil 25vivis: 2.m

=


| 'S DOMAI |  |
| :---: | :---: |
|  |  |
| , VARSTY STUEETS |  |
| Natan |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
| and |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

ค0


## Quality Counts in

 Boys' ClothingWhen estimated in terms of longer service, the price
of these boys' suits is low-when estimated in terms of
good looks they will satisfy and gratify. The quality has not been reducued, but the prices have.
Bring your boy along and fit him with one of these
$\$ 10.00, \$ 11.00$ and $\$ 12.50$

## W. \& J. WILSON



## New Year's Gifts

That Make a Happy New Year: Nathakearappyow year
IVEL'S PHARMACY

## January Shoe Sale <br> The Bargains Displayed in Our Windows



WOMEN'S PUMPS

|  |
| :---: |
|  |  |
|  |  |



WOMEN'S SPATS



| BATTERY <br> INSPECTION <br> SERVICE |  |
| :---: | :---: |
| ¢! | Ste |


| BAY STATE WILL SALL SATURDAY ON HER MAIDEN VOYAGE | TIDES AT VICTORIA |
| :---: | :---: |
|  | Joterem tit |
|  |  |
|  |  |
| Prominent Chinese and SubGovernor of Philippine Passengers | CHINESE ON LINER XION HAD OPIUM CONCEALED IN BELTS |
|  |  |
| vin jupame |  |
| den |  |
|  | maken bi |
| minese purty will | , |
|  |  |
| Hation inio chame | dem |
|  |  |
| Sasem has bem oritus |  |
| Hisme |  |
| and |  |
| Sem | VESSEL LLSSE |
| cismin | Great Lakes Smal |
|  | Tom |
|  |  |
|  |  |



MISTEROF FCumaner NUWN HEADUF GIUID President of Shipmast
Organization
 :



## "Pick You Up"

Little 5c Packages of Stoneless
Raisins for 'tween Meals
A new way to buy and use delicious stone-
less less raisins. Try them when you feel seedy tired, lazy or a little hungry.
"Pick you up" almost immediately'because they're $76 \%$ pure fruit-sugar, in practically predigested form; revives spent energy in a natural and healthful way
'Also rith in food-iron-good for the blood. Real energizing nutriment in delicious little raisins. Three hundred. ind Stas. lready sold in England and like them.

## LITTLE .SUN-MAIDS <br> "Between-Meal Raisins"



California Associated Raisin Co
Memberthip 13,000 Growers


## Buy Your Spring Suit Fabric Now and Save Money

44-Inch Suede Finish Broadcloth at \$3.95 a Yard Of superbly rich texture; the colors are of a depth and richness only found in fabrics of a high grade 54.Inch Pure Wool Gabardines at $\$ 3.50$ a Yard One of the favored fabries for Spring wear. Woven from pure wool yarms ack. wide. Values to $\$ 4.95$ a yard. January 56-Inch Navy Men's Wear Serge at $\$ 4.95$ a Yard
mawnew $\$ 4.95$ Value to $\$ 6.50$ a vard. January Sale, per vard

## Three popular fabrics for Spring at big reductions

Women's Smart Footwear At January Reductions Wom

| Women's S | At $\$ 8.95$ A Pair. |
| :---: | :---: |
| A Pair. | Hundreds of pairs of this season's |
| dressy Brown and Black Kid Lace | Hewest models in one, two and cross- |
| Soots, medium weighcolf Lace Boots, | stras styles. Brown, grey or black in |
| cumart street styles. Cuban heels. | suede and kid. Strictly arternow mili- |
| Values to 89.50 . January \$ $\mathbf{6 . 9 5}$ | street wear. French, tary heels. Values to \$12.75. Janu- |
| Clearance Sale, per pair. | ${ }_{\text {lary }}$ lary clearance Sale, |
| Women's Kid Oxfords at \$6.95 | per pair ............... $\mathbf{8 . 9 5}$ |
| A Pair. | Women's House Slippers at \$2.15 |
| popular style of Black Kid Welted | A Pair. |
| ord; suitable for street or drea | Biack kid one strap turn leather sole |
| wear. Cuban heelss; newest last and | House Slippers: low Cuban hels. |
|  |  |
|  | per pair ............... \$2.15 |
| Women's Overgaiters at \$2.95 A Pair |  |
| Church \& Co.ir English Imported B | Tatiored Spats and Overgaters. This |
| son's latest shades. Values to \$4.00. | \$2.95 |
| uary Clearance Sale, per |  |

Save on Underwear
Women's Silk Top Vests at $\$ 1.89$
 elbow or long sleeves. Values 890
to 11.25 . January Women's Drawers at 89c A Pair. Women's $s$
$\$ 2.89$ Suit.
 In flesh and

Art Needlework Specials Stamped House Dresses at $\$ 1.25 \quad$ Stamped Huck Towels at 40c Each $\underset{\substack{\text { Each. } \\ \text { Mad }}}{\text { Mat }}$

Stamped Voile and Beachclot
Dresses.

January Sale Prices in Women's Hosiery Hudsonia Hose. of finest quality English cashmere: Black Silk Lace Hose.

 Cotton Hose.

Lisle Hose.
or good wearing quality; come in
ors or palm, dark grey
ond





Bargains at the Glove Counter
English Capeskin Gloves.
Glove Coun
English Capeskin Gloves
In tan only two dome
Grey Capeskin Glov
Pique sewn

Soft White Flannelette Diapers One yard square. Very good value
dozen. January Sale, per dozen.
$\$ 2.98$

## Exceptional Corset Values



## Brassieres at 98c Each



Oriental Rugs at January Sale Prices


## Women's and Fall Coats ts at $\$ \mathbf{2 3 . 5 0}$

Stylish Coats of velour and Normandy c smartest styles; set in sleeves; deep arm stitching and buttons. Full and hal
to $\$ 49.50$. January Clearance Sale,

Salt's Plush Coats





Phenomenal Values Blouses

## Dressy Blouses in to $\$ 8.95$ for $\$ 5.98$.

## to $\$ 8.95$ for $\$ 5.98$.

In various styl the vestee of eeru lace and fine lace edging or roll with fichu effect; knife pleated frills and
stitched edge; ;in mauve, rose and white. $\$ 5.9$

 sersecte or Novelty Blouses, Values to $\$ 9.75$ for $\$ 6.9$
Jn fancy stripes in dainty soft colorings: convertible
In


English Moire Underskirts at $\$ 2.49$ Each
Excellent value in durable moire; neatly made
knife pleated frills or shaped flounce; trimmed knife pleated frills or shaped flounce; trimmed
hemstitching and edging of pleating; in all


Marabou Capes at $\$ 5.50$ Eac


Women's Leather Belts at 3 Women's or Misses' Leather Belts in black, white, brown,
and white and
January Sale, each tone colors. Silk Girdles at \$2.95 Eacl


$$
\begin{aligned}
& \text { Values to } \$ 8.95 \text {. January Sale, each. } \\
& \begin{array}{l}
\text { Dainty White Voile Blouses at } \$ 4,49 \text { Each. } \\
\text { In plain }
\end{array}
\end{aligned}
$$



Phone 1670 rivate Exchange Connecting All Departments


Mail Order Service

## iscloses Many Fresh Bargains

## Four Very Special Values in Curtain Materials

50-Inch Casement Cloth at 79c a Yard
English Casement Cloth; 50 inches wide; of very
fine weave and quality; in shades of rose, blue,
green, brown and cream. Values to green, brown and cream. Valua
$\$ 1.25$. January Sale, per yard

50-Inch Colored Madras at $\$ 2.95$ a Yard

Nif Corred Madras ; finely mercerized in beau
drapes. Values to $\$ 4.75$. $\$ 2.95$

Cream and White Scotch Madras at 55c a Yard Scotch Madras of superior quatity, with scalloped
border and smart designs to make into very at-
tractive curtains. Value 95 c a yard. tractive curtains. Value 95 c a yard.
January Sale, per yard........... $.25 C$

Spotted Muslins at 27c a Yard
Dainty Spot Muslins in white only; suitable for urtains for bedrooms or any place where a rgat curtain is required. V
January Sale, per var



Novelty Silk Skirts
Values to $\$ 21.50$ for $\$ 9.95$
Six only, Novelty Silk Siritst in messaline and taffeta
silk, with pointed sides; aceorrieon pleated, frisised


Novelty and Tailored Skirts in Plaids and Serges, Values to $\$ 12.50$ for $\$ 7.95$



Exclusive Model Suits in Fur-Trimmed and Tailored Styles Only a limited number of these Suits; this season's best styles, fur trimmed and embroidered. Beautifuly
lined with plain and novelty silk. Skirts are smartly lined with plain and novelty silk. Skirts are smartly
tailored on straight lines with novelty poekets and belts.

| Vataes $\mathbf{6}$ sis.as | \$29.75 |
| :---: | :---: |
|  | \$34.75 |
| Vatues to 87.30 | \$39.75 |
| Values tor 9 gr, | \$48.75 |
|  | \$37.50 |

A Special in Women's Umbrellas

 wrist strap of cord.
January sale, each
$\$ 2.98$

Our Prices on Bleached Sheets. Were Low They Are Now Offered at Still Lower Prices

Size 68 by 85 ; value $\$ 2.75$ a pair, for Size 68 by 85 ; value $\$ 2.95$ a pair, for. Size 68 by 85 ; value $\$ 3.45$ a pair, for Size 68 by 85 ; value $\$ 3.60$ a pair, for Size 74 by 85 ; value $\$ 3.95$ a pair, for Size 84 by 88 ; value 83.75 a pair, for Size 72 by 90 ; value $\$ 4.95$ a pair, for Size 90 by 99 ; value $\$ 6.50$ a pair, for.

## MillEnds of Bleached Sheet-

 ings in Lengths From Two to Ten Yards at Big SavingsFully Bieached Mill Endid of Bleaceled Shectings, in me:
dium and heary weights plain and twil weares. $A$ splen did opportunity to save on this line. $\quad$-aan moor
White Pure Wool Blankets at Clearing Prices


$\qquad$
$\qquad$
$\qquad$
$\qquad$

## Very SpecialBargain in Boys'Suits

 Valuesto $\mathbf{\$ 1 7 . 0 0}$ for $\mathbf{\$ 1 0 . 0 0}$

Boys'Pantsat\$1.59 a Pair

Boys' Sturdy School Boots at \$2.45 a Pair
 Doll Buggies and Waggons Doll Buggies, marked to sell at $\$ 6.50$ to $\$ 23.50$, specially $\$ 3.25$ to $\$ 12.50$
Wagons, with iron tires and rubber tires; strongly made
values from $\$ 5.00$ to $\$ 10.50$, now priced at$\$ 2.50$ t $\$ 5.25$


Brass Beds at Reduced Prices



Sale Prices on Seal of Quality Groceries


Unusual Price Reductions in the China Department
English China Dinner Set, $\$ 195.00$ 10. Piece Toilet Sets, 56.96 Each


 | January Clearance |
| :---: |
| sante |
| $\$ 195.00$ |

Glass Baskets at Half Price

Hardware Values for Thursday Comprising special purchases made for this sale and odd lines which Kitchen Ranges

| Kitchen Ranges | High-Glaze English Enamelware |
| :---: | :---: |
| mly, Doherty Ranges: high oven. | Tea Pots |
| value here offered is such as to | These Tea Pots come in |
| mand attention from any person | shape, in three colors of |
| his kind. This range | nd brown and cannot be distinguishe |
| ns wood or coal, duplex | the finest of English earthern |
| glass door oven and auxiliary oven; | ware tea pots in appearance |
| Value si85.00, \$125.00 |  |
|  | each ............... |
| Special in Stoves ${ }_{\text {dem }}$ (0) only Stoves, known as the Western |  |
|  | Vacuum Bottles at 98c E |
| be used as a heater; globe body | Everyone who carries lunch |
| cand for tor | reciate the values offered in these |
| cooking; a stove of many uses. ${ }^{\text {a alue }}$ |  |
|  | c |
|  |  |
| Tin Oil Cans at 25c Each |  |
| An over-shipment from the factory, a quart and a half, handy househo | $g$ at less than cost to make |
| oden handle. January Sale, | c |
|  | -Lower Main, Flo |
| e | m the Dr |
|  |  |
| Co | ter |


| Fritatioee value boc, Janary fale |  |
| :---: | :---: |
| Poumide |  |
|  |  |
|  |  |
|  |  |
| Notion Special |  |
| Hair Pins in Boxes |  |
|  |  |
| Hair Pins in Boxes |  |
|  |  |
| Best Quality Inlaid Linoleum at $\mathbf{\$ 2 . 2 9}$ a Square Yard |  |
|  |  |
|  |  |
| Blue Bird Lunch Cloths, Runners and Napkins at January Sale Prices$\qquad$ Lor senerat ues Sita$\qquad$ Runner, eabe aices |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

The Biggest Bicycle Repair Department In Town

## Pedem Bros

The Raleigh Cruiser Comes and Goes
HARRIS \& SMITH
VANCOUVER BATTLER LOOKS LIIE SMALLER LOSES IN SEATTLE

YEAR IN ALL SPORTS


Students Had Hard Game With Columbus' Followe
at Arena Last Night


SEVEN CLUBS WANT BERTHS IN LEAGUE
 Commercial Hock
League
sive their views in the male BYSZKO ADDS ONE MORE WIN TO STRING









Lively Controversy in England Over Women's Position in Football



American's Report Causes Great Rumpus in Olympic Circles; Says System Bad


Crusaders and Christ Church Will Stage Fast Exhibiti
at "Y" Gym


## PORTLAND LANDS M'CANN





## DAVID SPENCER, LIMITED

## Afternoon Tea Service 3 Till 5.30 P.M. ORCHESTRA

# Our 44th January Clearance Sale <br> Handsome Bargains in Men's Clothing and Furnishings and All Lines of Staple Goods 

Lunch Room Service
11.30 A. M. Till 2.00 P.M.

## Continuing Our January Clearance of Men's and Boy's Furnishings.

50 Dozen Men's Working Shirts of cham- Men's White Lawn Handkerchiefs. January bray, gingham and duck, cut large in the
body, turndown collars attached and pocket. Shown in assorted stripes, also in plain grey and blue. All sizes. January Sale price, each
A Special Line of "Tooke's" Fine Print Shirts for men, in light fancy stripes,
starch collar band and double soft cufts.

Men's Ties in neat patterns, with wide ends.
January Sale price, each, $\mathbf{5 0} \boldsymbol{\epsilon}$ and $\mathbf{7 5} \boldsymbol{\phi}$ Fine Silk Ties in all the latest styles and
colors. January Sale price, each, $\mathbf{\$ 1 . 0 0}$
 Men's Cashmere Socks in Lovat and heather
shades; regular 65 c and 75 c values. January Sale price, a pair, $\mathbf{4 9} \phi$, or 2 pairs
for .......................95 9 Men's Genuine Nickle Trimmed President
Braces, regular $\$ 1.00$. January Sale price,

Tapestry Rugs to Clear at $\$ 4.95$ Each 25 Tapestry Rugs, size 4 ft .6 in. x 6 ft., in many original designs and in-

January Sale Bargains in the Infants' Department
 stitching. Regular 75c and 85c, on sale at $50 \phi$
Bot
Barracoats of soft white Barracoats of soft white flannelette, finished with
fancy stitching. Sale price ................ $50 \phi$ fancy stitching. Sale price
Infants' Short Dresses of Infants
trimmed with fancy stitching and bands of pink and blue lawn, others trimmed with riekrack
braid regular $\$ 1.25$. On sale at braid; regular $\$ 1.25$. On sale at Babies ' Pullover Drawers, with fe
lined stockinette. On sale at
Babies' Heavy Fleece-Lined Blo
sizes up to 2 years. On sale at sizes up to 2 years. On sale at
Infants' Wool Per Infants Infants' Bonnets, in
5 Infants' Shortening Dresses of fine Swiss embroid-
ery, trimmed with ery, trimmed with real val. lace. Odd lines, values
to $\$ 7.50$, on sale at, each .............. $\$ 4.90$ Infants' Dresses of fine nainsook and mull, with
hand-embroidered
yokes.
Values
to Dainty Voile and Nainsook Dresses, hand-embroidDainty Voile and Nainsook Dresses, hand-embroid
ered, ready to make up. At $\$ 1.90$ and $\$ 2.90$
-Infants', First Floor

Boys' Straight Knee Pants Reduced to 95 c a Pair
 tweed and well lined, for the age
Regular $\$ 1.50$, on sale at, a pair
-Boys

Any Overcoat in Our Stock for $\$ 20.00$

Our Entire Stock of Men's Overcoats in heavy and medium weights, made from the best wool fabrics and shown in the newest models-belters, half belts, standard, loose fitting models, in browns, greys, greens, Lovats and heather shades. Values to $\$ 45.00$ on sale at $\$ 20.00$

Men's Suits in standard and young men's models, in the best wool fabrics, including blue serges, tweeds and worsteds, in well assorted patterns and shades. Values to $\$ 32.00$, on sale, $\mathbf{\$ 2 0 . 0 0}$


A Big Purchase of All-Wool, HighGrade White Blankets

| Blankets made from fine selected yarns; warm, fleecy blankets that will give satisfaction for years, at January Sale prices. |
| :---: |
| Size $64 \times 82$, all pure wool, on sale at, a pair .............s8.75 |
| ze $62 \times 82$, all pure wool, on sale at, a pair |
| Size $68 \times 86$, all pure wool, on sale at, a pair $\ldots \ldots \ldots \ldots \ldots . . \$ 12$ |
| Other Lines at Special Prices |
| Plaid Blankets, fancy silk bound, $72 \times 90$. Regular $\$ 18.75$, on sale at, pair |
| White Blankets, $60 \times 80$. Regular value $\$ \overline{5} .25$, at, a pair $\ldots . . . . . \$ 3.95$ |
| The Famous Four Point Blankets <br> All wool and in red, brown, grey and navy, 8 lbs . Regular $\$ 13.50$, on sale at, a pair . ...................................... \$9.95 <br> -Staples, Main Floor |
|  |  |
|  |  |

## BOYS' SUITS

## Regular $\$ 12.50$ to $\$ 15.00$ Values

 Now Offered at.Suits of all-wool materials, our tegular stock, made in neat, stylish belter
models, well tailiored and superbly finished in every way., The pants are
bloomer style and well finished. Suits that will wear well and look well
after long wear. Each a bargain at. ........................... $\mathbf{\$ 8 . 9 5}$
Children's Coats Greatly Reduced for the January Sale
Colored Cloth Coats, in shades of red, fawn, Dark Colored Cloth Coats, of excellent weargrey and saxe, for the ages of 2 to 5 years.
Regular $\$ 9.75$. On sale at
 Velour and Blanket
fawn and saxe, with fur collars, sizes for 8 , On sale at ..................... 8.50
fors fawn and saxe, withers,
10,12 and 13 years only. $\$ 22.50$ values,
for $\begin{gathered}\text { Velour and Blanket Cloth Coats, without fur } \\ \text { collars, but with belt, pooket and conver- }\end{gathered}$ for $\ldots \ldots$,
12 Only, Black Plush Coats, with collar and $\begin{aligned} & \text { collars, but with belt, pocket and conver- } \\ & \text { tible collars, in green, brown, dark saxe } \\ & \text { and burgundy, sizes } 10,12 \text { and } 14 \\ & \text { years }\end{aligned}$


January Clearance in the Art Needlework Department
Big January Sale Bargains in Flannelettes and Flannels

| $\begin{aligned} & \text { sirip } \\ & \text { Whit } \end{aligned}$ |
| :---: |
|  |  |
|  |  |
|  |  |
|  |  |



## Women's and Children's Hosiery Priced to Clear

## Women's Fine silk Boot Hose, in Women's silk Boot Hose, plain, and

 grey values to 8.1 .00. On sale at,
and
pair Bogs Ribbed Heary Hose in ingack \$1.50. On sale at …....75¢

 Not more than six pairs to a eus-
tomer.

Comforters at Bargain Prices for the January Sale
Comporters, cotton wool filled, $72 \times 72$. Reg. 45.25 ; on sale at, each $\$ 3.95$ Crib Comforters, erib size, 28336. Reg, 42.25 , at, each ..........1.49 Comforters, down filled, 66x72. Ree, $\$ 1.99$; on sale at....... $\$ 8.95$ Comforters, down filled, $66 \mathrm{6x} 72$. Reg. 415.75 ; on sale at........ $\mathbf{\$ 1 2 . 9 5}$


Hemstitched Blue Print Table Cloths At Sale Prices

8-inch, regular $\$ 1.75$. Sale price

$\$ 1.29$

60 -ineh, regular $\$ 2.75$. Sale price

72 -inch, regular $\$ 3.75$. Sale prie

All fast colors.

Air-Tight Heaters at Special Prices
The Air-Tight Heater is an inexpensive stove, that gives a maximum of heat. We offer the following sizes at lower prices.
18-inch, lined. Reg. $\$ 4.50$, for $\ldots \ldots \ldots . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . ~$
21-Inch, lined. Reg. $\$ 5.25$, for ......................................... $\$ 4.25$
23 -inch, lined. Reg. $\$ 6.25$, for
. $\$ 5.00$
With each Stove one length of 6 -inch stove pipe free.

Lunch Room Service 11.30 A. M. Till 2.00 P. M. Wodnoeday Till 1245

## Our 44th January Clearance Sale

## Extraordinary Bargains in All Lines of Women's Ready-to-Wear Apparel

Afternoon Tea Service


Better Dress Bargains Than Ever At $\$ 9.75, \$ 19.75, \$ 29.75$ and $\$ 39.75$

## Silk and Serge

 Dresses In navy only, trimmed with braid and buttons aud fancycolored trimmings; sizes 16 to 42; values to $42 ;$ value
$\$ 99.75$.
sale at
$\$ 9.7$
Silk, Lace and Canton Crepe Dresses In this selection you are offered a beautiful selection of lace dresses in navy, black or
brown, also Canton crepe and gowns; values gowns; values
silk atternoon
to $\$ 57.50$. At $\$ 29.75$

Silk, Serge and Canton Crepe Dresses
shades of navy, brown an̂̀d grey; a choice selection for af-
ternoon or morning wear; sizes 16 to 40 , all neatly trimmed; $\begin{aligned} & \text { values to } \\ & \$ 45.00 .0 \mathrm{O} \\ & \text { sale at ....... }\end{aligned} \mathbf{\$} / \mathbf{9 . 7 5}$

Silk, Canton Crepe and Georgette Dresses.
In shades of grey, Copenhagen, navy, black and taupe; sizes
16 to 42 ; many very handsome beaded Georg-
ettes; values $\mathbf{3 9} 75$

Remarkable Thursday Ribbons To Clear On Values in yards of ribbons, $41 / 2$ to $91 / 2$ inches wide; in Dresdens, stripes, plain taffetas and Roman stripes; val-
ues from 75 c to $\$ 5.75$ aues from 75 c to $\$ 5.75$
yard. January Clearyard. January Clear-
ance Sale, a yard

50c
-Ribbons, Main Floor

Every Yard of Silk Offered at This January Sale is a Bargain Worth While

Among the Many Exceptional Values Are the<br>Following

36-Inch Silk Check Mull, a mixture of silk and cotton that will give wonderful wear and launder well; shown in
shades of sky, Copenhagen, navy, black, reseda and
Burgundy. On sale at, a yard 38-Inch silk Charmeuse, a silk of heavy quality and
bright finish; in shades of mauve, navy, taupe, grey, maize, purple and wine ; a regular $\$ 5.75$ value.
On sale for, a yard.....................$~ \$ 2.25 ~$
39-Inch Silk Jersette, a firmly woven ma- 36-Inch Tricolette, a useful silk for Jerseys, terial that will give $\begin{aligned} & \text { great service for } \\ & \text { dresses and skirts. A wirts, etc.; in shades of black, navy, }\end{aligned}$ ward bargain.
sand, red, henna, taupe and white; $\$ 8.50$
sal Shown in navy, black, rose, taupe, nigger, grey, sand, turquoise. Value $\$ 4.75$. At
only, a yard .................. 1.98 21-Inch Figured Velvet, designed in a neat check, on a heavy pile surface; will wear
and wash well; grounds of navy and wash well; grounds of navy, myrtle,
black, saxe, brown and taupe, regular at
$\$ 1.75$. Special value at, a yard $\ldots . .79$.


A January Sale of Women's House Dresses
Dresses of good grade prints and ginghams in a variety of styles; some
trimmed with collars and cuffs in contrasting eolors, others trimmed House Dresses of plain chambrays, blue, pink, manve and grey, loose
 House Dresses of strong percale, with collar and cuffs of white piquee and House Dresses of blue and pink ehamber

Great Reductions in Children's Flannelette Wear




Real Bargains in Women's Flannelette Wear
Flannelette Underskirts in white Bloomers of heavy grey flannelette and grey; values to $\% 1.50$. At, large sizes. On sale at $\ldots 98$.
each





Patent Medicines and Toilet Articles HALF-PRICE SALE
ver. Our special tables will interest you every day. You will be bante to hand





Soo Dr. Howardst Nerere Food



January Sale Bargains in Women's Shoes

## At $\$ 5.95$





## At $\$ 6.95$

At hisisprite there is. Oxfords and Pumps in black and brow
kid and brown call; practically all shapes

Women's Boots at $\$ 6.95$
At this priee therc are black kid, brown kit,
brown calf and gunmetal ; they have low or military heels, and are regular $\$ 9.00$

At $\$ 8.95$
At this price you are offered a large choice selection of turn sole slippers in black black kid, white suede and black patent all with baby or full Louis heels, and in a complete selection of sizes and widths; regular $\$ 12.50$ values. At ...... $\$ 8.95$

## At $\$ 8.95$

$t$ this price are offered fine quality Scotch brogues of brown calf, "K" brogues,
walking boots of fine brown kid or brown calf; regular $\$ 12.50$ values. At $\$ 8.95$ Many other lines will be found displayed In tables in our large Shoe Department. These present many wonderful bargains that
it will be worth your while to see.

## White Silk Blouses for the January Sale -At \$1.89-

ht this extraordinary sale offering of Women's Blouses are bargains of unusual worth;
blouses of excellent prade material, in semi-tailored styles, with convertible collars and blouses of exeellent grade material, in semi.tailored styles, with convertible collars and
triimmed with pearl buttons; blouses you will find most suitabile for morning or busi.

Extraordinary BargainsinDress Goods Values Regular to $\$ 8.75$ for $\$ 1.98$ a Yard in the Dress Goods Department
Hundreds of Yards of Serges, Gaberdine, Tricotine and Broadcloth, 54,56 and 58 inches wide, of al-wool quality; materials of exseilent texture and shown in shades of maroon,
nemar, nevy and back, values regular
to 88.75 . All to go at, a yarrd
All-Wool Navy Serge for women's suits and resular
value. For
vat.............. $\mathbf{\$ 1 . 9 8}$
All-Wool Serge, Roxanas and Armures in shades of navy, maroon, rose, brown, ni ger, reseda, myrtle, green, drab, saxe
slate, navy and black; regular 98 C
........................ \$1.98
all.Wool Navy Serge, suitable for dresses,

| coats and suits; regular |
| :--- |
| sale at only, |
| a yard.....................$~$ |

65-Inch Heavy All-Wool Tweed Coatings in many favorite shades, suitable for coats $\$ 8.50$. To sell at, women; values up

## Felt Mattresses at $\$ 7.95$

12 Felt Mattresses specially made for us; built in layers and guaranteed not to lump; size 4 feet x 6 feet. January Sale price, each ..... \$7.95

A Large Assortment of Women's SILK SKIRTS $\$ 6.90$
In offering this large assortment of silk skirts at such a low price wo
can assure you they are of the best grade materials, well styled and well made.
Skirts in Canton crepe and Kumsi-Kumsa, in stripes, plaids and plain ; they are suitabl


Corset Bargains To-morrow La Camille Corsets, front lace, made Elastic Girdles made of white elas of pini: coutil, with love bust, tic, ribbon top and fourteen ins
shield front, ventilated beck and
in length; sizes 28,29 and 30 $\begin{array}{ll}\text { six hose supporters; sizes } \\ \$ 7.50 & 23.30 ; \\ \$ 6.00 \text { values. For } & \text { in salu... } \$ 3.00\end{array}$ $\$ 7.50$ value. On sale at $\mathbf{\$ 5 . 0 0}$ Corsets for slight figures, made of
white coutil, with elastic section Bandeau Brassieres of white ba. $\left.\begin{array}{l}\text { white coutil, with elastic section } \\ \text { tiste, fastening at back; sizes } 38 \text {. } \\ \text { in the sides and very low bust; }\end{array}\right]$ -Corsets, First Floo

A January Clearance of Slightly Soiled Handkerchiefs
 out ail the soiled
following prices.

Handkerchiefs of fine Swiss lawn and cambric. with
hemstitched or roll
deered corners in whige borders, neatty emrote or colored effects; values Handkerchieffo of fine quallty, with dainty and pretty
hand-embroidered cor ner s, neatly hemstitched Hegnlkerchiefs in pretty boxes; three in a box; they dered and wilth hemstitched and scallioped borderss:
dersial de




January Clearance Sale of Curtain
Scrims and Extension Curtain Rods
36-Inch Curtain Serims with plain or fancy borders, in shades of ivory, ecru or white; new regular selling price 29e yard. January Sale price, a yard
Curtain Extension Rods, 28 inches long; extending to 54 inches;


Draperies, Second Floor-Phone 1246

## TELEPHOUN YOUR CLASSIIFED ADS.TO IO9O TIMES.WE WILL DO THE REST



## Tictoria Matiy dime


(3)

| MONUMENTAL WORKS |
| :---: |
|  |
|  |
| FLorists. |
| A. <br>  |
| COMING EVENTS |












## If This Is Magic

 There Is a Wizard at Your Own ElbowThere is this magic about daily newspaper advertising. It is a straight method of making the facts known about the things you have to sell, to the greatest number of people in the shortest possible time, for the lowest unit of cost.

Successful daily newspaper advertisers rarely adopt spectacular tactics. They use and talk in' their advertising copy the way they would do to a customer who came in to buy.
Their experts unite advertising and distribution into sales: selecting markets, routing advertising, writing copy under one clear plan to reach the ultimate ciss, than the price of one misguided experiment.

Issued by The Canadian Daily Newspapers Association, Head Office, Toronto



## 




Sum of $\$ 24, \overline{000}$ Appropriated For Unemployed

The Range of
Supreme Quality

## Manaimo Wellington $\subset \bigcirc \triangle \square$


J. KINGHAM \& CO.; LIMITED


## ESQUIMALT WARMING UP FOR ELECTION FIGHT NEXT WEEK

Hot Fight Ensured for Reeve

 $\xrightarrow[\substack{\text { ren } \\ \text { rea } \\ \text { coin } \\ \text { coun } \\ \hline}]{ }$ | gres |
| :--- |
| $\begin{array}{l}\text { gres } \\ \text { han } \\ \text { han } \\ \text { tan }\end{array}$ |




ESQUMMALT RELIEF


Drastic Price Reductions on Our Entire Stock of Better-Grade Coats
\$1950 A Big Range of Wool Velour Coats Plain 2 and Fur-Trimmed. Regular
$\$ 32.50$. to $\ldots \ldots \ldots \ldots . . \$ 37.50$
Phone 5510

## A Few of the Exceptional Values in Our

 JANUARY CLEARANCE SALE
## Warm Winter Bedding at

 Sacrifice Prices
$\$ 1$

House Furnishings at MoneySaving Prices


> The Hosiery Dept. Offers Some Tempting Prices
 Substantial Savings on Fine Knit Underwear
 tom mum we mom ond 89 c

 1

